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BERT R. GREER, Editor

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Obituaries, 2 1/2 cents the line of six words, regular rates.
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Religious and benevolent societies will be charged for all advertising when an admission or collection is taken, at the regular advertising rate.

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MAKING THE PUBLIC THINK

Very few towns or cities would agree today to remain just as they are until 1925. Streets will be paved, lighted, cleaned and regulated better in 1925 than now; schools will more nearly meet the needs of real life; factories will grow; population will multiply; and citizens will learn, in increasing numbers, that business exists because there are human wants that must be served.

In any normal American city some of these changes will take place whether anybody consciously looks after the public interest or not. The upward push of enterprising individuals will achieve some general advance. But, if there is to be progress without discouraging delays, the active business men of the city must organize TO-MAKE THE PUBLIC THINK.

This city in 1925 will look and be what the average business man of today wishes. Mind you, the city will not make the progress that one or two broad-visioned men can imagine. Far-sighted leaders are held back by the indifference and ignorance of individuals who can't see. A city is like a fleet of warships—the progress of the entire fleet is restricted to the speed of the slowest monitor. So it is necessary for the men who want progress—who want to see the prosperity and conveniences of 1925 brought into use as early as possible—instead of as late as possible—to organize to the end that "the slowest monitor" may be speeded up and the whole community carried forward.

In more than twenty-five hundred American towns and cities the business and professional men have banded themselves together in a more or less intelligent effort to ascertain what things will advantage the community, and, having fixed upon the things worth while, to seek and strive for them unitedly.

Some of these community organizations have been in existence for periods ranging from three to fifteen years. Every one has depended upon the support of the most intelligent business and professional men in each community. Critics of such organizations who are fond of alleging that "nothing ever comes of them" should pause long enough to reflect that serious-minded and intelligent men don't support worthless local organizations year after year. Even the most violent fault-finder must recognize that chambers of commerce have lived through the trial of years in hundreds of places and under the questioning eyes of hundreds of thousands of clear-seeing men. There must be a large kernel of virtue in the chamber of commerce idea to stand this test.

Chambers of Commerce are still regarded by the general public as primarily factory-grabbing institutions. This notion is a heritage of the past and is today almost wholly wrong. Bonus-giving as the chief magnet for attracting factories is pretty nearly over. Sorry experience has taught cities that buying a factory, a bonus-seeking plant is too often headed in the direction away from permanent success, and a chamber of commerce that picks its factories through the use of artificial inducements is courting trouble.

The folly of bonuses would have appeared much sooner if men were not so easily misled with surface appearances of community prosperity. "Give us more payrolls," say the majority of business men, "and the future will take care of itself." But actually getting more payrolls is a very involved undertaking for a community and the experience of one city must be studied very carefully before applying it to another with different living, wage and social conditions.

Leaders in the modern chamber of commerce field have learned that industrial development requires a readjustment of every aspect of city life. The supply of labor, the housing of workers, the rents of land, the education of children in the useful arts, the stimulation of thrift, the development of public recreation, the Americanization of the foreign laborer, efficiency engineering and a host of other human factors vitally affect the permanency of industry. And none of these matters can be handled adequately without a community organization that is broad-gauged and open minded. If all these affairs are left to individual initiative they will be given the minimum intelligent attention so far as the entire community is concerned.

It is becoming increasingly apparent, with the passing of years, that environment sets bounds to industrial as well as mercantile and professional prosperity; but it is also certain that mere physical surroundings are not the sum total of "environment." The propelling force in all progress is the human element. When this fact is recognized the necessity for community team work is so apparent that argument is a nuisance.

(To be continued tomorrow.)

A chamber of commerce is a chamber of citizenship. Its primary function is TO MAKE THE PUBLIC THINK. When the public begins to think, the first step toward business prosperity has been taken.

There are a group of men in the commercial-civic organization field who still preach the doctrine that individual prosperity is the soil out of which grows civic advance. They should know better, because the means of proving the absolute interrelation of good business and good civics has been in front of their eyes for ten years.

If the public is to begin thinking aright about its own future, this fundamental fact must be kept clearly to the front: all property values, all business values and all professional values that exist in any city are made by the Spirit of its citizens.

And the converse is equally true: Whatever potential values are absent from a given community are missing because the Spirit of that community has never prompted effort to procure or develop them.

Spirit, according to Webster, means "Vigor of intellect, temper, disposition of mind, sentiment, desire, perception, animation." In short, SPIRIT is the propulsive element in mankind, and it is the unfolding of Spirit in a community that attracts and develops the kind of men that build empires and rule states. Values of all sorts—business, real estate, professional, mercantile, artistic—arise when a community or group evince the "disposition of mind" and the "vigor of intellect" that is constantly reaching into the future for what it may bring.

It is quite clear that the expansion of business may come in only three ways:

- (1) By multiplying the number of people who buy in a certain market, or
- (2) By increasing the wants of the same number of people, or
- (3) By a combination of the two foregoing conditions.

You will perceive, in a flash, the crudity of the thinking of the commercial prophet who cries for "more payrolls and more people" as the only road to community prosperity, when the fact is that the expansion of business in the world for the last half-century has come chiefly by multiplying the wants of the normal population. The mere increase in population

would not account for one-tenth of the increase of business.

The modern chamber of commerce or community organization must predicate its long-term program of work on the great truth that "Real business progress comes from an intelligent endeavor to steadily raise the plane of living." It is spiritual advance—an increase in enterprise, in resourcefulness, in inventiveness, in courage—that brings economic prosperity. The organization which begins at the other end of the matter and expects to develop resourcefulness and vision after the community has become very prosperous will reap a bitter disappointment for its followers. Economic prosperity is an excellent and a comfortable thing, but you can't achieve it by cheap, superficial or childish community thinking.

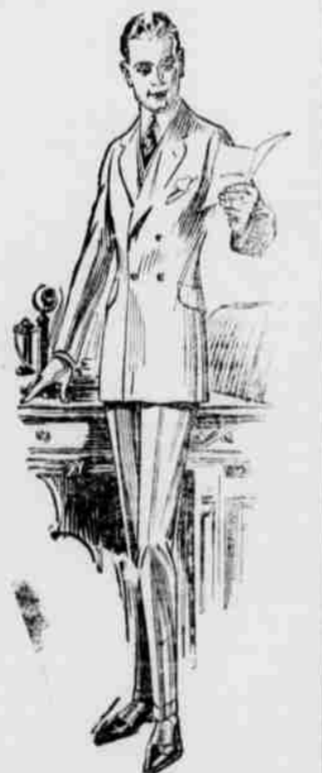
Nearly every city, large or small, has a group of business men who insistently cry for "more factories," but who are unwilling to give thought to the reasons that underlie such growth. Frequently these men occupy dominant positions in the business and political circles. If they are to remain as community leaders they must grasp the fundamentals underlying community growth.

In Germany before the war, Education and Industry were linked together in the closest bonds. Her vocational schools showed the world that it is the trained man in shop or factory who produces the most of the best work, with the least expenditure of energy and time. Industrial efficiency is a matter of trained minds and trained hands. It does not come by "paying bonuses to factories" or by noisily demanding "that somebody get busy and bring some more payrolls to Ashland."

Before a community will tackle the task of linking Education with Industry and Business, there must be an organized group of men who can lead in that direction and who have thought out the problem so that their leadership will be sagacious. American manufacturers are, rapidly turning to the schools for the future supply of trained shop men. But until the manufacturer and the educator are brought into direct personal contact through a community organization, neither can have an adequate conception of the requirements of the other.

Just as Education must be yoked up with the everyday life of the ordinary man, if broad community prosperity is to be attained, so business men must be taught that their interests are so completely interwoven that disaster to one means loss to all.

Not many years ago the banks of Chicago were so jealous of one another that a customer could pyramid his loans right among the banks of his own city without the slightest danger of discovery. Finally the Walsh failure with its enormous losses jarred the banks into co-operation. The panic of 1907 taught the banks in many cities that the preservation of community credit required team work. The old notions of individualism, with the blunders and losses entailed, had to be abandoned.



THE NEWEST AND BEST

HATS AND CAPS

IN TOWN
A New Shipment of
WOOL DRESS PANTS—THE
HEAVIER KIND
MEN'S SPRING SOX JUST
ARRIVED
NEW UNDERWEAR—NEW
NECKWEAR

Mitchell's
FOR MEN'S WEAR
BY THE POSTOFFICE

The retail dealers in a Michigan city opposed the purchase of a down-at-the-heel daily paper by the proprietor of its prosperous afternoon competitor. "Why," said some of the merchants, "if B— gets hold of that other paper he will have dictatorial power in fixing advertising rates for the whole city." But the deal went through in spite of the opposition and within a year the rates were raised. Then came the astonishing revelation. The merchants did not grumble at the higher rates because the expert management that came into authority with the old paper increased its circulation, improved its editorial quality and made it a valuable advertising medium instead of the apology it had been. The merchants learned that their own prosperity was connected with the prosperity of the newspapers and that the addition of brains, energy and vision to a home paper reacted favorably on retail trade.

The dependence of the real-estate owner upon the community spirit is so apparent that it needs no proof. He may be slow in acknowledging the debt to the community, but that only emphasizes the needs of a citizens' organization to bring him into line with his fellows. The permanent value of city real estate is made by the community—not by the owner. Every enterprising man in the city is directly or indirectly enhancing the value of real estate. The largest real estate operators in America (so far as retail business property is concerned) arrive at the valuation of leaseholds by counting the people who pass in front of the property in a business day. The value of such property is this calculated in terms of footsteps on the

sidewalk in front of it. The wise landowner is he who encourages or induces enterprise among his fellow citizens.

To sum up: It is worth the while of a manufacturer or a retailer or a banker or a landowner or a professional man to maintain a community organization that will lead the entire public to analyze the essence of prosperity and progress. Twenty-five hundred communities have tried the experiment and proven its value. It is little short of blind folly to refuse to see the means that other successful men employ for their advancement. The Chamber of Commerce or community organization (under whatever name it may use) is the only city-wide association that is non-partisan, non-sectarian, and able to command the time, the energy and the money of the business and professional classes. It is the only agency that can essay to teach co-operation to aggressive, successful and mature men. And true co-operation is not merely "giving." It is giving in a way that enables others to work with you in the accomplishment of a common purpose.

(To be continued.)

For Colds, Catarrh or Influenza



Do you feel weak and unusual to the work ahead of you? Do you still cough a little, or does your nose bother you? Are you pale? Is your blood thin and watery? Better put your body into shape. Build strong!

An old, reliable blood-maker and herbal tonic made from wild roots and herbs, is Dr. Payer's Golden Medical Discovery. This nature remedy comes in tablet and liquid form. It will build up your body and protect you from disease germs which lurk everywhere. One of the active ingredients of this temperance stimulant and tonic is wild cherry bark with salicylate, which is so good for the lungs and, for coughs; also Oregon grape root, blood root, some root, Queen's root—all skillfully combined in the Medical Discovery. These roots have a direct action on the stomach, improving digestion and assimilation. These herbal extracts in the "Discovery" aid in blood-making and are best for scrofula. By improving the blood they fortify the body against an attack of grip or colds.

Catarrh should be treated, first, as a blood disease, with this alternative. Then, in addition, the nose should be washed daily with Dr. Sage's Catarrh Remedy.

Send for trial size of Medical Discovery Tablets or Catarrh Tablets to Dr. Payer's Lavaline Hotel, Buffalo, N. Y.

Sure Death to Corns

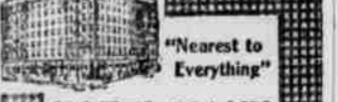
"Gets-It" Makes 'Em Lose Their Grip and Lift Off Painlessly. The first thing "Gets-It" does when it hits on a corn or callus is to snuff out the pain. Then it shrivels the corn or callus and loosens it.



"Gets-It" Spells "Painless" for Corns. Soon, it is almost ready to fall off. You help it just a little by lifting it off with thumb and finger. You don't even feel it, because there is no hurt left in it. Millions have proved it the cleanest, surest, safest and most pleasant method.

"Gets-It" never failing, guaranteed money-back corn remover costs but a trifle at any drug store. Mfg. by E. Lawrence & Co., Chicago.

Sold in Ashland and recommended as the world's best corn remedy by McNair Bros.



"Nearest to Everything"

HOTEL MANX

Powell St., at C'Farrell San Francisco
In the heart of the business, shopping and theatre district. Running distilled ice water in every room. Our commodious lobby, fine service, and Homelike restaurant will attract you. - European Plan rates \$1.00 up.

Management W. B. Jones
Ask for free sample. POLEY'S DRUG STORE.

1930 Party
The 1930 party given by the Epworth League in the parlors of the Methodist church last Friday evening was one of the most unique and amusing events ever staged by these enterprising young people, who know how to entertain. All attendees came dressed in advanced costumes, and the ideas of future styles were something great. A delightful evening was spent with the amusements that will be in vogue ten years from now, after which refreshments consisting of salad, buns, ice cream and cake were served. Fifty-five young people were present, and the party broke up at 11:30.

White House Grocery

Caters to the most particular customers and ask to be tried out. We also carry the best goods that can be obtained at these markets. We always have the best vegetables that can be bought and at just as reasonable price as can be handled.

In the near future our stock, also the building, will be given a readjusting to make things more attractive; also that our force will be able to give better service to the trade.

Thanking all for the continuance of their patronage, I await your commands.

J. C. KAEGI

Successor to A. C. Nlinger.

Car Poultry Supplies

Look this list over; there is surely something you must have. Lowest possible prices.

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|--------------------------|-------------------------|
| Diamond Chick Food. | Fine Corn Meal. |
| Diamond Egg Producer. | Cotton Seed Meal. |
| Diamond Scratch Food. | Linseed Meal. |
| Diamond Meat Scraps. | Soya Bean Meal. |
| Diamond Fish Scraps. | Kaola Meal. |
| Diamond Fish Meal. | Alfalfa Meal. |
| Diamond Granulated Bone. | White Shorts. |
| Diamond Grit. | Mill Run. |
| Oyster Shell. | Blatchford's Milk Mash. |
| Poultry Shell. | Blatchford's Calf Meal. |
| Charcoal. | Blatchford's Pig Meal. |

FLOUR AND FEED

Ashland Fruit & Produce Association

There Are Many Things Upon Our Shelves

That sometimes you will want yourselves. Many items in themselves are small, but in the course of time you'll need them all; so we would ask you please to keep in mind the place where when hurried you can find all your needs in the

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No wise seed buyer will think of purchasing his requirements without first consulting this book. It tells positively of the "BEST SEEDS FOR THE WEST."
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Bring in the Old Ones and let us make them into five new "SPALLS"

In these days of H. C. L. the vulcanizing works can be made a great money saver for you. Let us show you.

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